

# Community Climate Plan Revision

2019-2020

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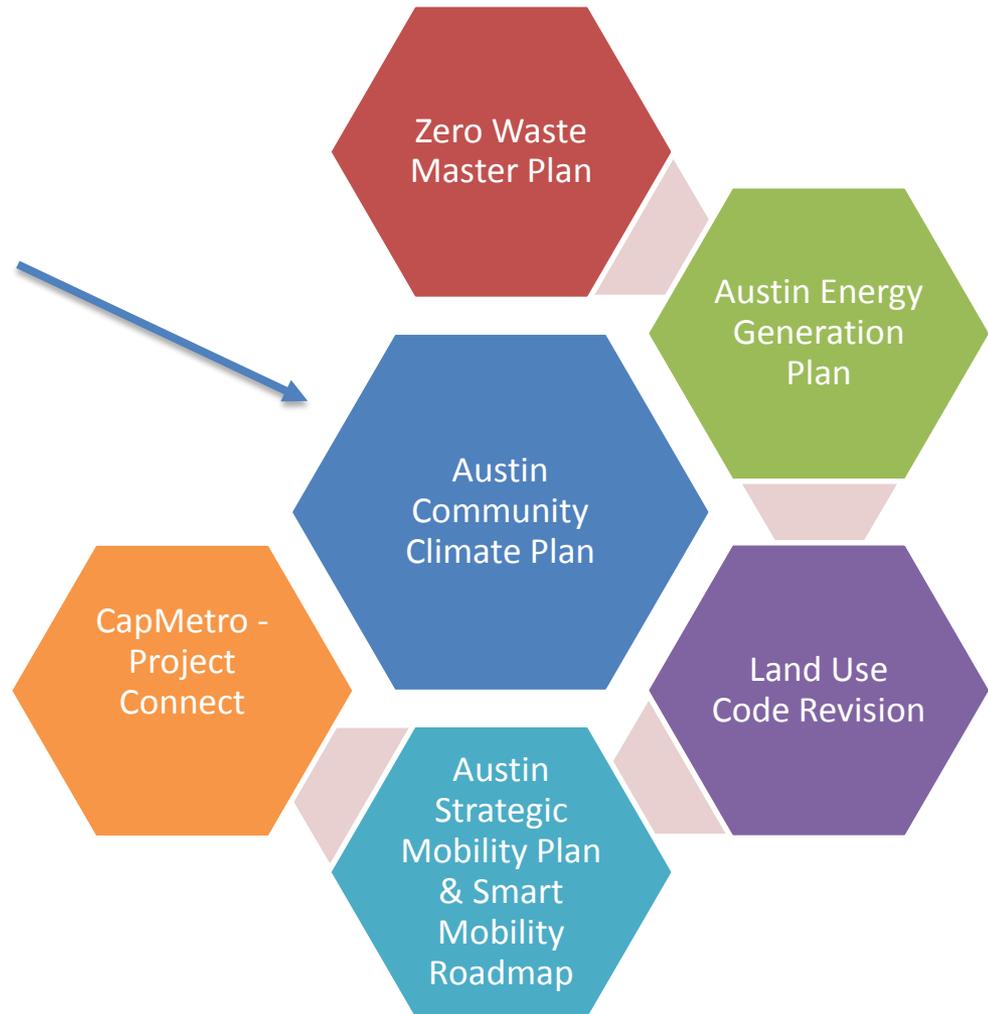
# THE Climate Plan Revision

- Austin Community Climate Plan was created in 2014-15
- The 5 year revision is due to Council in 2020
- Climate is in the news almost everyday and Climate Science continues to tell us we need to do more faster
- The Goal of Net Zero is well known within the City organization, part of SD23, and a stated council priority
- We will achieve our 2020 interim target, but we've got a long way to go

# A Plan Amongst Plans

## 5 New Plan Sections:

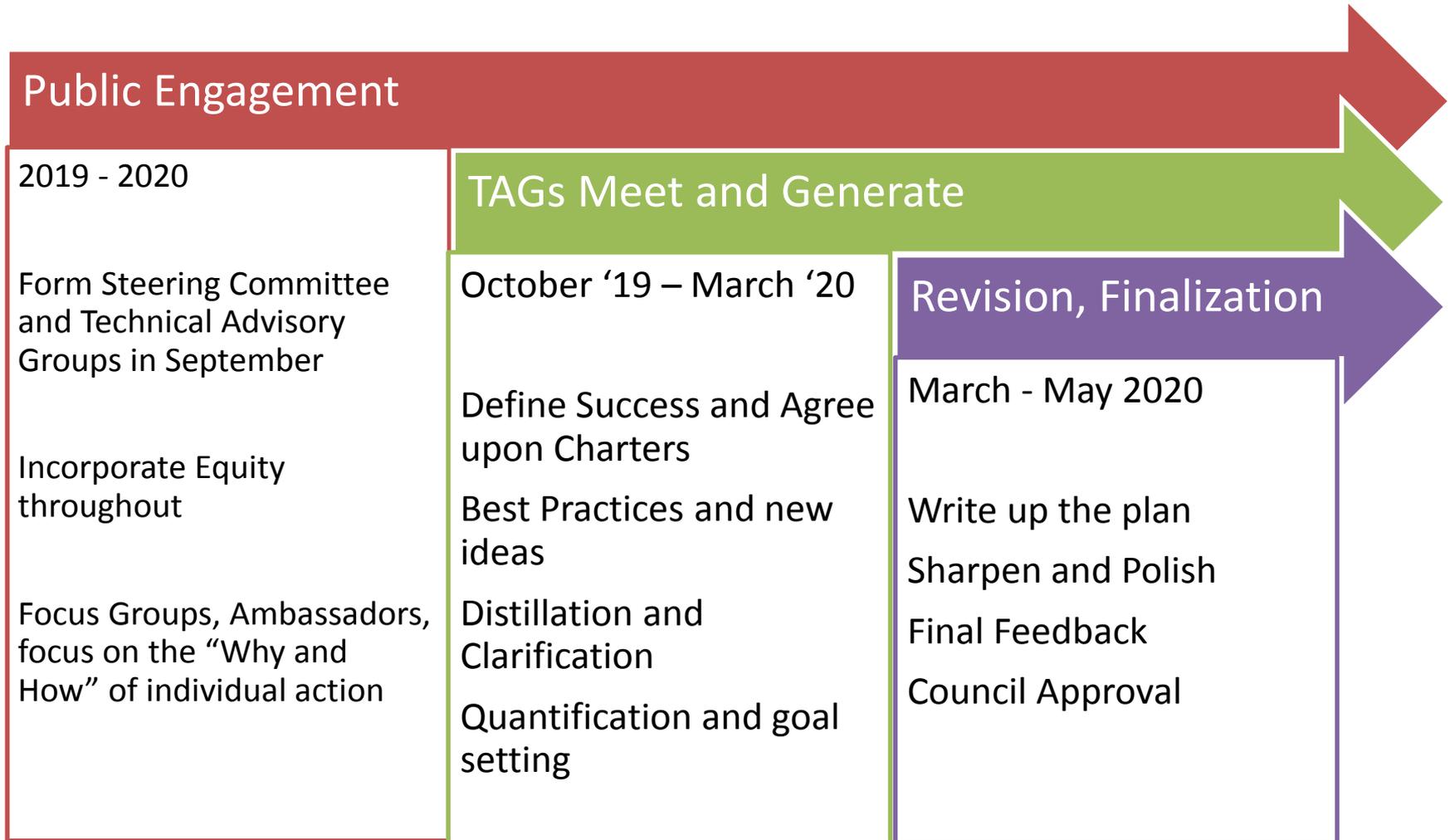
Buildings and Electrification  
Transportation Electrification  
Transportation and Land Use  
Natural Systems  
Consumption



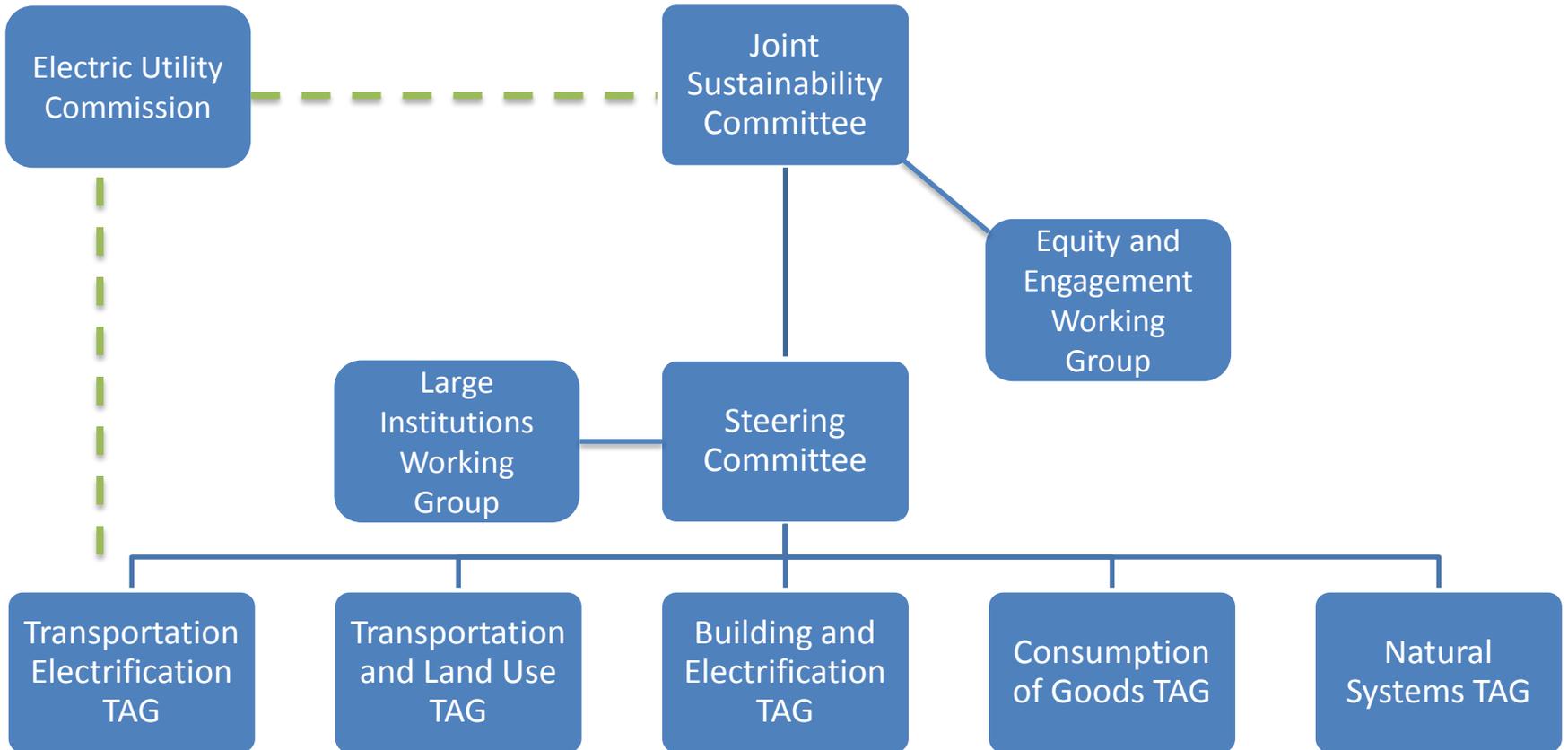
# Making Equity a Priority

- Diverse Inclusion in Steering Committee and all TAGs
  - Offer “scholarships” for participating – (STILL EXPLORING APPROVAL)
- Upfront Primer and potentially a group training from the Equity Office
- Focused outreach to Communities of Color – Pay participants (STILL EXPLORING APPROVAL)
  - Ambassadors
  - Workshops
  - Focus Groups
- All Materials in English & Spanish
- In Technical Advisory Groups and the Plan Process
  - First, do no harm:
    - Do actions create disproportionate benefits or burdens?
  - Next, proactively improve through implementation:
    - Focus on maximizing proportional benefit of actions to those who need it most

# Overall Schedule



# Climate Plan Revision Structure



# Steering Committee

- 10-15 Community members
- 5 City Staff (one from each TAG)
- Meet monthly from September – May
- The Task
  - Oversee the entire process
  - Set the direction, focus, and outline for the plan
  - Define and approve goals and sub-goals
  - Ensure Equity is a focus
  - Conduit for TAG communication
  - Help gain support from major institutions
  - Help gain support from City Council

# Defining Each TAG

- Buildings and Electrification
  - Net Zero Emission Codes, Thermal electrification, New Construction and Retrofits
- Transportation Electrification
  - Consumer Evs, Micromobility, Public Transit, Logistics, Shared mobility
- Transportation and Land Use
  - GHG lens on ASMP, Pricing / Behavior / Incentives, Project Connect
- Consumption
  - Reducing our impact from Construction, Food, Goods and Services
- Natural Systems
  - Carbon Sequestration in urban trees, greenbelts, grasslands, surrounding lands , anything that draws carbon out of the atmosphere

# Technical Advisory Groups

- 4-5 City Staff Members
- 4-5 Community Members
- Meet twice a month from September – March
  
- The Task
  - Propose 2-3 subgoals for each sector (VMT reduction, EV miles)
  - Focus on where we need to be in 2025 and 2030
  - Propose action plans to ensure we reach those targets
    - Owners and actors
    - Budget, and schedule

Please don't:

Micromanage departments

Recommend unrealistic things

Box the City in

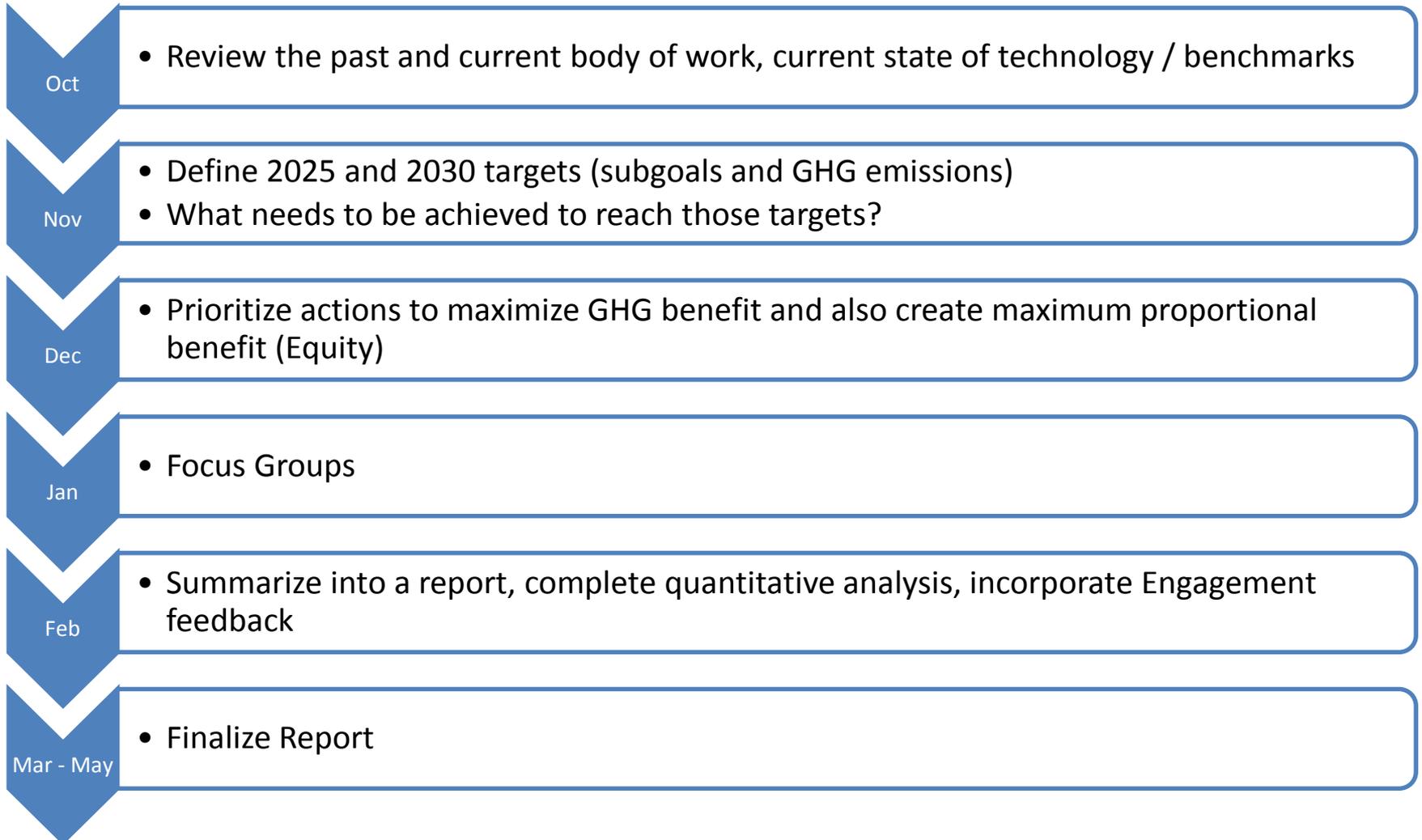
## Feasibility

- Can progress be made in 5 years?
- Can progress be measured?
- Is the action scalable?
- Is political and Departmental support anticipated?

## Impact

- Will the action create significant impact to reduce GHGs?
- Does the action keep the City of Austin on the leading edge of innovation at the state, national and international level?

# TAG Process / Schedule



# Engagement Approach

- High-quality engagement
  - Understanding where people are starting and barriers (structural, cultural, by design, informational, financial) to action
  - Getting to the “why” of individuals ability to take action
  - Culturally competent, tailored communications
- Understanding how we can reduce emissions while also improving lives, increasing affordability, and crafting equitable solutions that work for people
- Including community members in the action creation process
- Get direct community feedback on proposed actions and programs

# Estimated Timeline



# Existing Data and Survey Information

- Gather data as available from:
  - Austin Area Sustainability Indicators Project
  - ASMP Engagement Team
  - Cap Metro / Sherry Matthews
  - Austin Energy
- Use as a starting point for the process

# TAG Workshops

- Conduct 5 equity-focused workshops (one for each TAG)
  - Document and generate barriers / opportunities / solutions
  - Gift cards for participants – **STILL EXPLORING APPROVAL**
  - Include Climate Ambassadors in the process
  - Assistance from the Office of Design and Delivery or Sherry Matthews
- Goals:
  - Establish common understanding and language of context and challenges affecting communities in Austin
  - Establish equity focus areas for each technical advisory group
  - Determine evaluation criteria for equity for climate action items/strategies
  - Community generated solutions

# Focus Groups

*A focus group is a form of qualitative research in which a group of people are asked about their perceptions, opinions, beliefs, and attitudes towards a product, service, concept, advertisement, idea, or packaging. Questions are asked in an interactive group setting where participants are free to talk with other group members.*

- Sherry Matthews to conduct 3-5 focus groups to gain feedback on proposed programs and solutions
- Prioritize participants from vulnerable communities
- Potentially base on geography, include diverse voices from that locale
- Gift cards for participants – **STILL EXPLORING APPROVAL**
- Goals:
  - Feedback on proposed programs and solutions
  - Understand what it's going to take to be successful

# Community Climate Ambassadors

- 10 Community Members
  - From underrepresented groups and have some community organizing experience
  - Agree to up front training and team-building
  - Agree to fulfill all 3 parts of the program over 6 months
  - Agree to remain in community climate network to help spread the word for future events and programs
- 3 Deliverables x \$500 each = \$1,500 – **STILL EXPLORING APPROVAL**
  - 1 – Participate in TAG workshops
  - 2 - Five Interview reports from plan feedback phase (same group of people)
  - 3 – Outreach to networks about the plan and support for implementation
  
  - Participate in Lessons Learned interviews at the end of the program
  - Pursue interviews as well as book clubs, school classes, study groups

# Next Steps

- Finalize participant recruiting - ASAP
- Form Steering Committee and TAGs – early Sept
  - Connect with potential participants and determine interest and availability
  - Determine invite lists
  - Official invites and formation of groups
- Plan Revision Kickoff!

**QUESTIONS?**